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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

# CITRUS AND OTHER JUICES

March 1962

CPFJ -127

U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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May 1962

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America



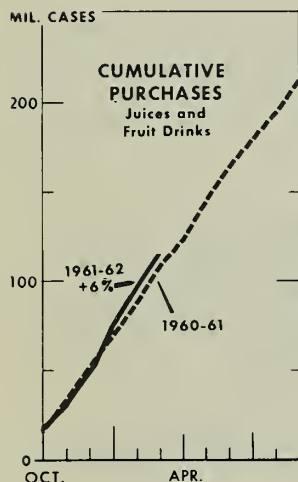
# CONSUMER PURCHASES OF CITRUS AND OTHER JUICES MARCH 1962

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Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

## HIGHLIGHTS

Household consumption of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned fruit drinks in March 1962 tied the record February volume of 20 million cases (equivalent single-strength) and, was 14 percent greater than the March 1961 movement. Much of the gain was associated with a larger average size of purchase. Retail prices were lower, and consumer expenditures were only slightly greater than a year earlier, and were down from January and February.



Purchases of frozen orange concentrate were a third greater than in March 1961, but prices were down 21 percent and the gain in expenditures was not great. Use of canned orange juice increased 16 percent and chilled orange juice, 8 percent. These three orange juices had 46 percent of the total household juice and fruit drink market in March, compared with 41 percent a year earlier. Most other products, even though showing increases in movement, had smaller shares of market.

Consumption of canned grapefruit juice rose 14 percent; pineapple juice, 10 percent; prune juice, 8 percent; and tomato juice, moderately. Except for tomato juice, consumer expenditures for these products also rose despite a decline in price.

Canned orange drink was the only individually reported product purchased in lesser volume than a year earlier. Pineapple-grapefruit drink held steady, and consumption of miscellaneous canned fruit drinks was up 17 percent. In contrast, use of miscellaneous frozen concentrated and miscellaneous single-strength juices was off.

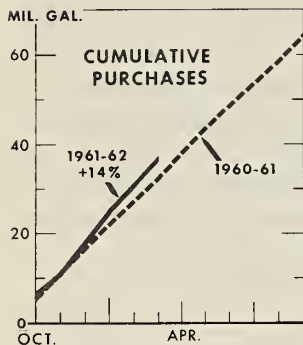
Consumption of canned grapefruit sections moved up 10 percent. But, despite a smaller indicated grapefruit crop and reduced output of this product, prices were down from March 1961.

Cumulative purchases of juices and canned fruit drinks for the season through March were about 6 percent -- 6.7 million cases -- ahead of the same 6-month period of 1960-61 as shown by the chart on the preceding page. Frozen orange concentrate accounted for three-fourths of the total gain.

#### FROZEN CONCENTRATED AND CHILLED JUICES

##### FROZEN ORANGE UP 33 PERCENT; CONSUMER EXPENDITURES GAIN 5 PERCENT

Household purchases of frozen concentrated orange juice in March continued to hold at the record level of 6.6 million gallons. This represented a 33-percent gain over the low March 1961 volume and a 5-percent gain over May 1957, the previous high month. <sup>1/</sup>



The increase in movement over a year earlier reflected a sharp gain in the average size of purchase to 8.4 cans per buying family, and a more moderate gain in the number of users -- to 31.1 percent from 28.1 percent of the Nation's families.

Prices paid were down 0.6 cent from February and 21 percent from March 1961 to a 4-year low of 17.4 cents per 6-ounce can. As a result, consumer expenditures, \$24.5 million, were only 5 percent greater than a year earlier, and were down from both January and February.

Preliminary data for April indicate a further drop in price from March along with a small decline in purchases.

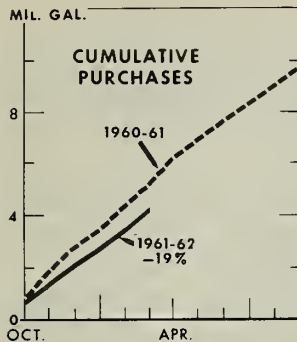
Purchases for the quarter, January-March 1962 were 12 percent greater, and expenditures 52 percent greater in comparison with the previous high 3-month period of May-July 1957. Prices in that period averaged 13.6 cents.

The size of purchase averaged 8.3 cans per month per buying family in January-March 1962, with an average of 31.3 percent of families using the product. Family consumption has been as high as 8 cans and the total volume of purchases has been above 5.8 million gallons only on 3 previous occasions -- May, June, and October 1957. In most months since that time, the size of purchase has averaged below 7.7 cans, and less than 30 percent of families bought. (See page 11.)

<sup>1/</sup> Monthly and cumulative data in this report for purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.



## MISCELLANEOUS FROZEN CONCENTRATES UP SHARPLY FROM FEBRUARY



The average retail price of miscellaneous frozen concentrates, such as lime, tangerine, grape, pineapple, and blends, dropped to 18.4 cents in March, the lowest in nearly 2 years. Consumption of these products rose sharply to closely approach the heavy year-earlier movement.

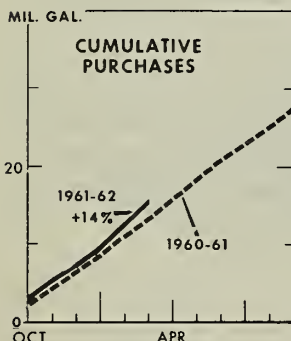
Purchases were light in earlier months of the season, and cumulative movement through March was off about a million gallons or 19 percent from the same period of 1960-61.

## FROZEN CONCENTRATES ACCOUNT FOR 44 PERCENT OF THE MARKET

In total, household consumption of frozen concentrated juices increased 27 percent -- 1.6 million gallons -- over March 1961 to reach the highest level reported in this 13-year series.

Frozen concentrates accounted for close to 44 percent of all juices and canned fruit drinks bought for home consumption in March, a gain of 4.5 percentage points in share of market. This increase reflected a loss in market share of 3 percentage points for canned single-strength juices, 1.3 percentage points for canned fruit drinks, and some loss for chilled orange juice.

## CHILLED ORANGE JUICE CONTINUES TO GAIN



Consumption of chilled orange juice in March was up 8 percent, or 180,000 gallons, in comparison with the same month of 1961. Nevertheless, movement was down from February, contrary to the usual February-March gain.

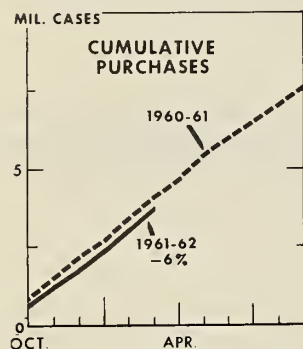
The proportion of families buying, as in the 2 preceding months, was well above year-earlier levels. However, consumption per family was comparatively small as it has been during recent months when frozen orange concentrate was used in record volume.

Except for the preceding month, the March price of 38.8 cents per quart was the lowest in more than a year.

Purchases (15 million gallons) and expenditures (\$24 million) for the season were both 14 percent greater than in the corresponding 6 months of 1960-61. (See page 12.)

## CANNED SINGLE-STRENGTH JUICES

### CONSUMPTION OF CANNED ORANGE JUICE HOLDS COMPARATIVELY HIGH

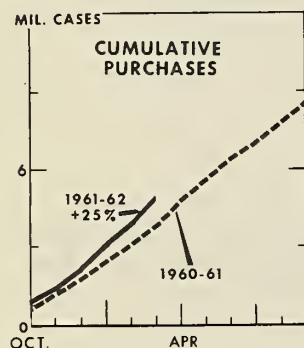


Purchases of canned orange juice remained well above year-earlier levels, as a result of increased consumption per family, with the proportion buying holding about the same.

Retail movement, up 16 percent or 100,000 cases from March 1961, was the heaviest for more than a year. Nevertheless, purchases were substantially below the 1955-59 average, and irrespective of comparatively heavy buying in January-March 1962, cumulative purchases for the first 6 months of the season were the lowest reported for any comparable period.

Retail prices averaged 39.2 cents per 46-ounce can, or 4.3 cents less than a year earlier. The average size of purchase, as in February, was well above those of most months in recent years. However, the proportion of families buying, while about the same as in March 1961, was below levels that held in earlier years. (See page 13.)

### GRAPEFRUIT JUICE ALSO MAKES GOOD GAIN

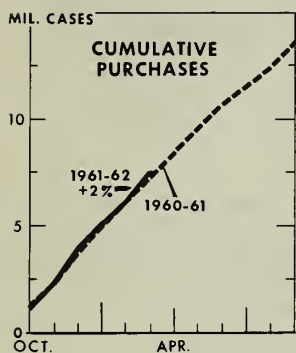


Household consumption of grapefruit juice increased 14 percent -- 100,000 cases -- over March 1961, to complete a year of comparatively heavy buying. During these 12 months prices averaged 28.1 cents per 46-ounce can, the size of purchase rose to a record 2.4 cans, and the proportion of families buying held above year-earlier levels. In the preceding year (April 1960-March 1961) prices averaged 31 cents per can, and the size of purchase amounted to only 2.1 cans per buying family. Despite the lower price, consumer expenditures in the 1961-62 period were 19 percent greater than in the preceding 12 months.

In March 1962, prices were down 8 percent from a year earlier to 27.9 cents per 46-ounce can. About 5.9 percent of families bought, a proportion seldom exceeded in recent years. The size of purchase at 2.5 cans per buying family was the largest recorded. (See page 14.)



## PINEAPPLE JUICE UP 10 PERCENT

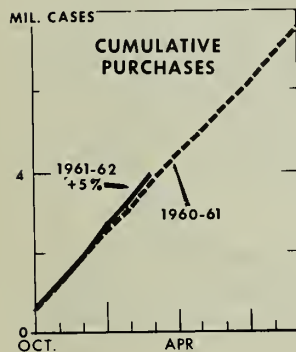


Purchases of pineapple juice were up 10 percent or 110,000 cases from March 1961. This represented a level of consumption that has not been significantly surpassed since the early 1950's.

Purchases amounted to 2.2 cans per buying family, well above levels that prevailed in prior years. The number of users, at 10.2 percent of the Nation's families, was up slightly from March 1961.

Retail prices at 28 cents per 46-ounce can, were down about 1 cent from both a year earlier and the 1955-59 average. (See page 15.)

## PRUNE JUICE HOLDS HIGH

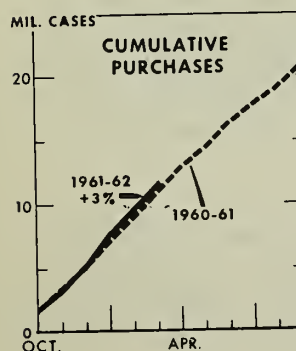


Household consumption of prune juice held at 700,000 cases in March to make the third month in succession that buying has been at a near-record level. As a result, cumulative purchases for the season beginning with October were 5 percent ahead of a year earlier and were about equal to the same period of 1956-57, when the season's purchase reached the peak for this 13-year series.

The size of purchase thus far in 1961-62 has averaged larger than the heavy purchases of 1960-61. The proportion of families buying also has been greater.

March retail prices averaged 43.7 cents per quart bottle, 0.4 cent below the record high prices of a year earlier. Expenditures for the month and for the season were up 5 percent. (See page 16.)

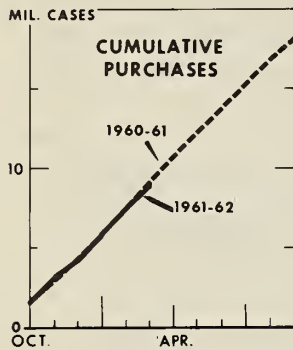
## TOMATO JUICE UP MODERATELY



March consumption of tomato juice increased moderately -- 80,000 cases -- over the same month of a year earlier, to bring the season's movement to 300,000 cases or 3 percent ahead of the corresponding period of 1960-61. Movement of this product has remained relatively constant for the past 10 years.

Retail prices were down 1.6 cents from a year earlier and 0.5 cent from the 1955-59 average to a 2-year low of 27 cents per 46-ounce can. Of the reported products, only pineapple-grapefruit drink was cheaper. (See page 17.)

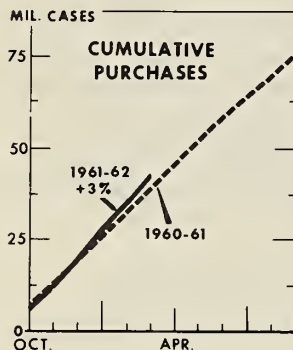
## MISCELLANEOUS JUICES DECLINE



In contrast to most individually reported products, fewer families bought miscellaneous canned juices, for example, apple, grape, tangerine, and blends, than a year earlier. As a consequence, consumption was off about 7 percent. Purchases for the season through March, were slightly below 1960-61.

March prices averaged 36.1 cents per 46-ounce can, down 1.8 cents from March 1961, and lowest reported for several years. Cumulative expenditures for the season were moderately behind a year earlier. (See page 21.)

## TOTAL CONSUMPTION OF CANNED SINGLE-STRENGTH JUICES UP MODERATELY

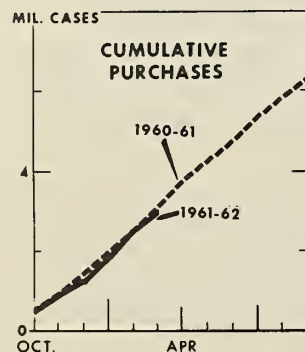


Consumption of canned single-strength juices increased 5 percent -- 340,000 cases -- in total over March 1961 to reach a 2-year high of 7 million cases. Prices averaged lower, and buying-family consumption increased to 21.4 6-ounce servings from 20.6 servings with about 43 percent of families buying. In comparison, purchases of canned fruit drinks averaged 24 servings among the 20 percent of families buying, and purchases of frozen orange concentrate averaged 33 servings for the 31 percent of families that bought the product.

Cumulative movement for the season was 3 percent -- 1.2 million cases -- ahead of 1960-61. Prices averaged lower and consumer expenditures held about the same. (See page 22.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

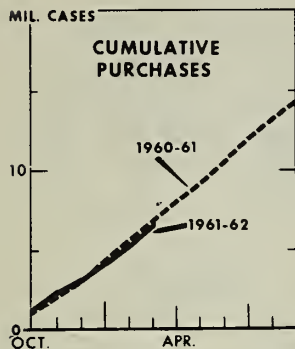
### ORANGE DRINK DOWN FROM A YEAR EARLIER



Only canned orange drink of the individually reported products was consumed in lesser volume than in March 1961. Fewer families bought, and the volume of purchases was off about 5 percent. Movement has been a little slow throughout the season in comparison with the heavy movement of 1960-61.

Retail prices at 32.4 cents per 46-ounce can, continued to hold a little above year-earlier levels, in contrast to the declines reported for other products. Expenditures for the season are moderately above 1960-61 and are substantially above 2 years earlier. (See page 18.)

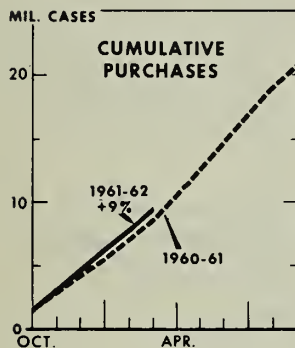
## PINEAPPLE-GRAPEFRUIT DRINK STEADY DESPITE PRICE DECLINE



Retail prices of pineapple-grapefruit drink were down 1 cent from a year earlier to 26.8 cents per 46-ounce can, the lowest reported in the 6 years data are available. The average size of purchase increased a little, but the number of users declined, and consequently, the purchase volume held the same as a year earlier.

Movement of this product was slow in the 3 preceding months, and cumulative purchases and expenditures for the season through March were slightly behind 1960-61. This was in contrast to the rather good year-to-year gains made in earlier years. (See page 19.)

## MISCELLANEOUS CANNED FRUIT DRINKS UP SHARPLY



The number of users, the average size of purchase, and prices paid for miscellaneous canned fruit drinks were all up from March 1961. This product group includes the numerous noncarbonated canned fruit ades, punches, and drinks other than orange and pineapple-grapefruit drink.

The purchase volume was up 17 percent or 260,000 cases, from a year earlier to the highest level yet reported outside of the summer months. Despite a slow start, purchases for the season were 9 percent greater than a year earlier and 14 percent greater than 2 years earlier.

About 12 percent of families bought these products, compared with 11.3 percent in March 1961. The average size of purchase was also larger.

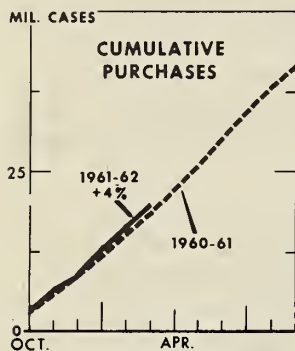
Retail prices advanced slightly to 34.6 cents per 46-ounce can, to make these products among the more expensive. Expenditures for the season were about 10-percent ahead of a year earlier. (See page 21.)

## TOTAL USE OF CANNED FRUIT DRINKS UP 7 PERCENT

Consumption of canned fruit drinks totaled 3.6 million cases in March, a 7-percent gain over the same month of 1961. The gain in movement reflected more families buying as well as a larger size of purchase.



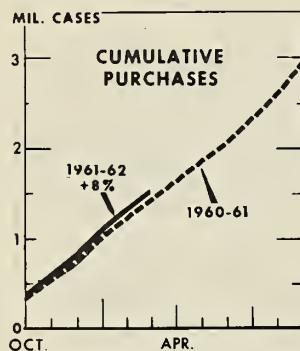
# TOTAL CANNED FRUIT DRINKS -- Continued



Consumer expenditures for canned fruit drinks totaled about \$10.7 million in March, a gain of \$0.7 million over a year ago. In comparison, expenditures for frozen concentrates increased \$0.9 million, while those for canned single-strength juices were off slightly. (See page 22.)

## CANNED FRUIT

### MARCH USE OF CANNED GRAPEFRUIT SECTIONS UP 10 PERCENT



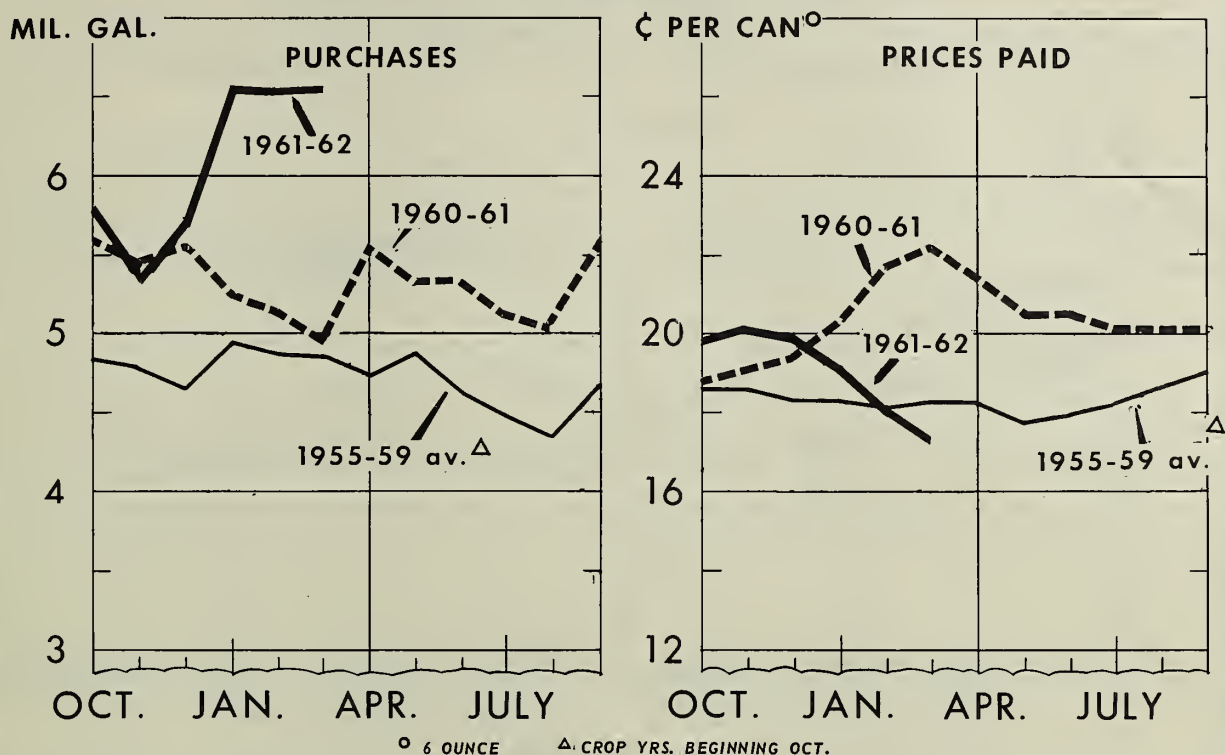
The average family purchase of canned grapefruit sections was well above that of a year earlier. And, despite some decline in number of users, the total volume of purchases increased 10 percent.

Retail prices were off 0.8 cent to 20.3 cents per No. 303 can. This was a continuation of the relatively low price level that has prevailed in 1961-62 even though a smaller grapefruit crop is indicated and output of canned grapefruit sections is down.

Cumulative purchases for the season through March were 8 percent ahead of 1960-61, but as prices averaged lower, expenditures remained about the same. (See page 20.)

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

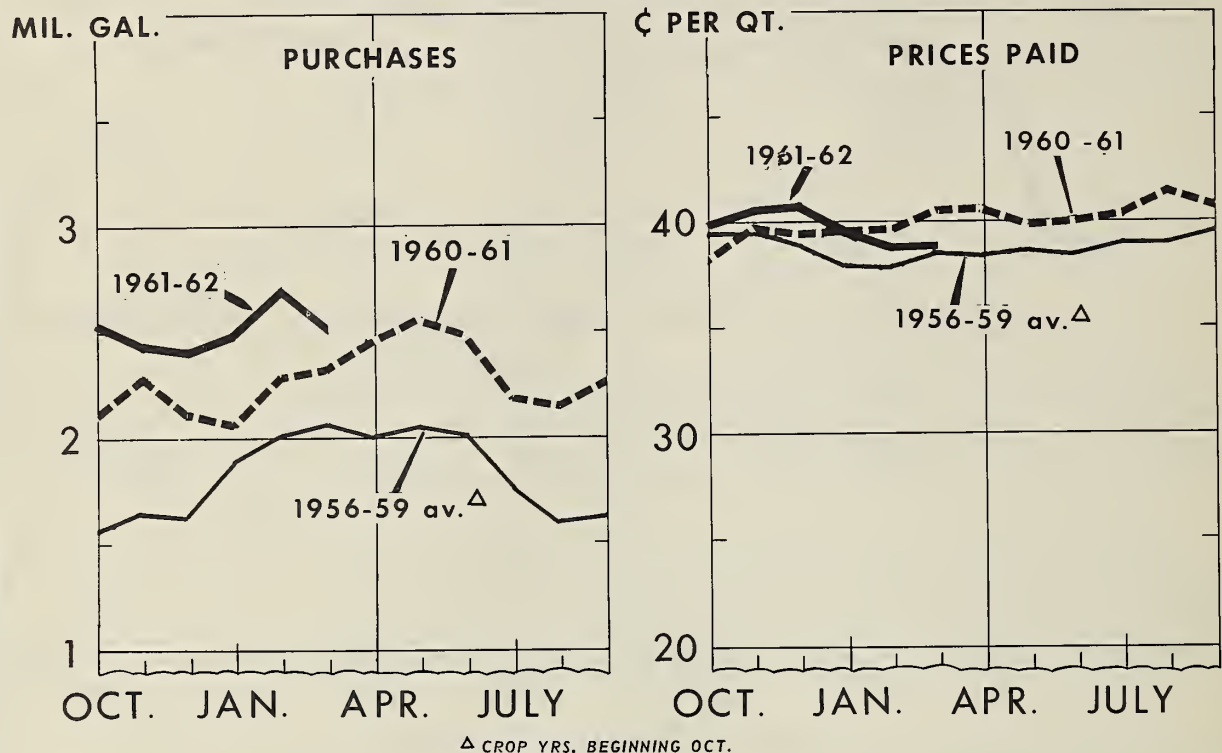
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.		5,547	4,751		29.5		45		21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Apr.-Jun.		16,180	14,271							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,635		29.0		46		20.1	19.0
Season		63,823	56,757						20.3	18.4

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

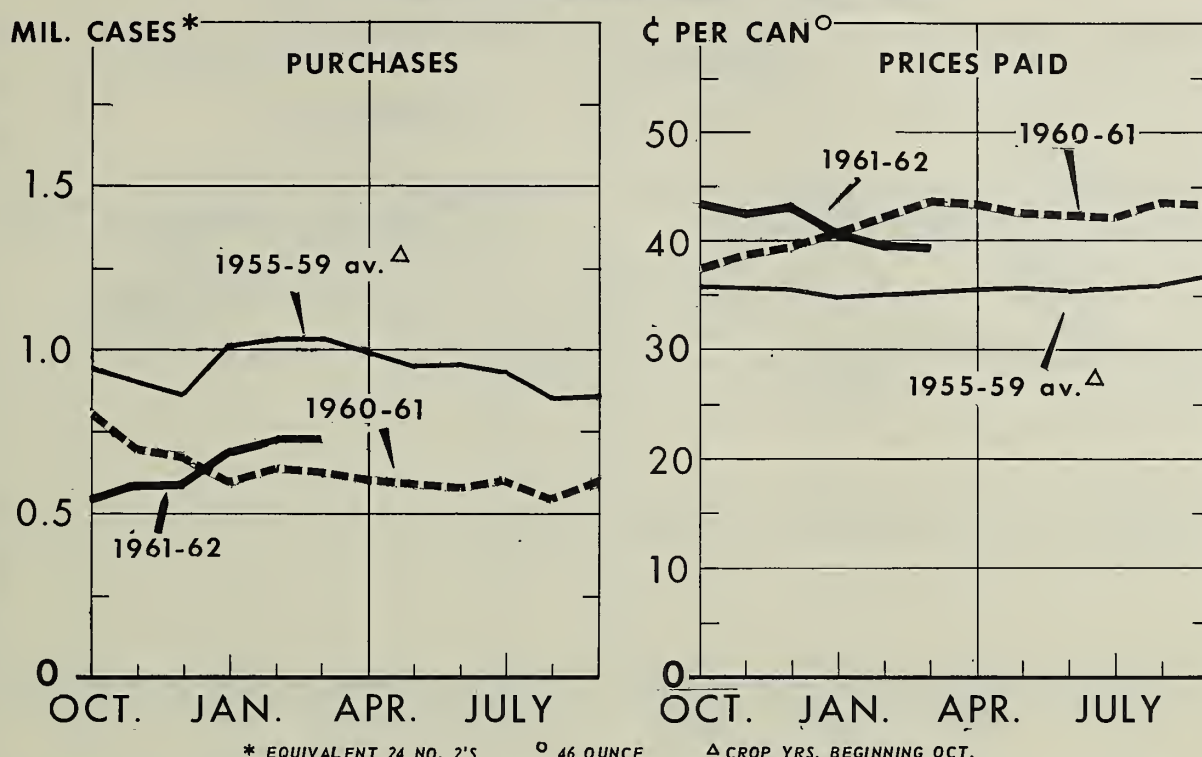
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.		2,475	2,012		5.4		110		40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Apr.-Jun.		7,513	6,082							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

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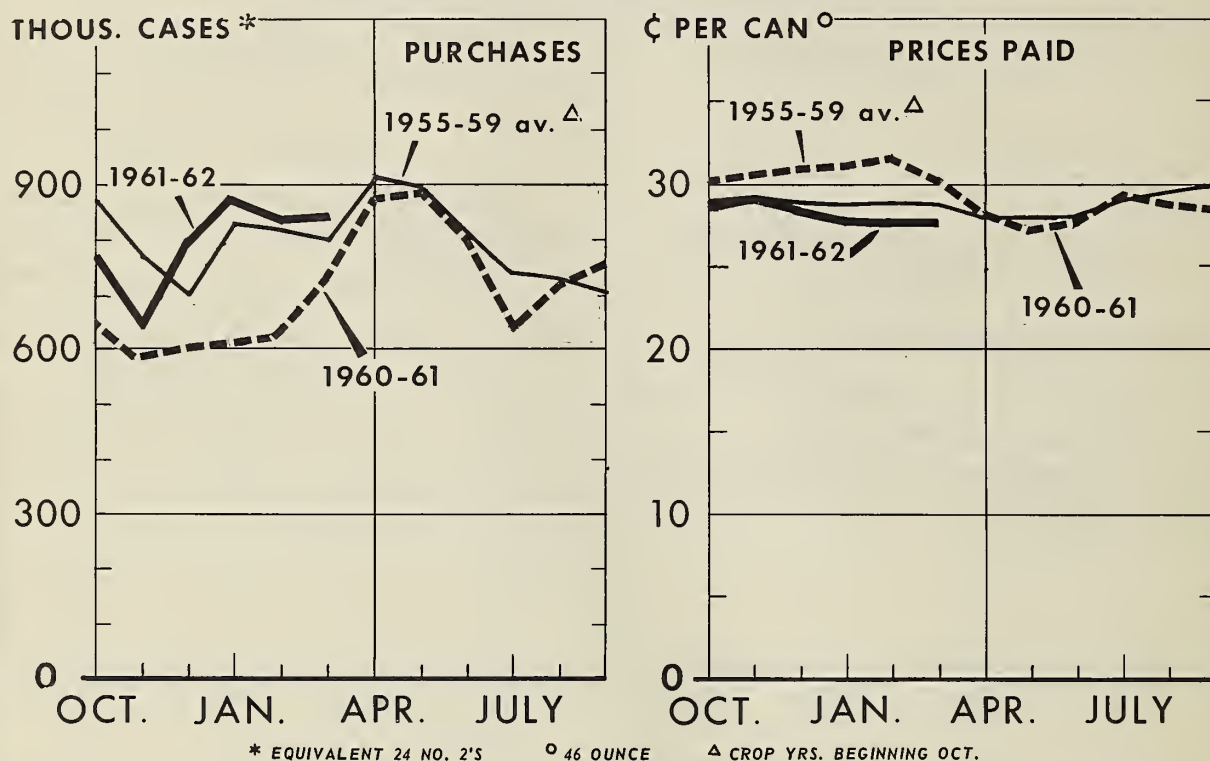
Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39.2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.		600	996		5.6		86		43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Apr.-Jun.		1,765	2,911							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

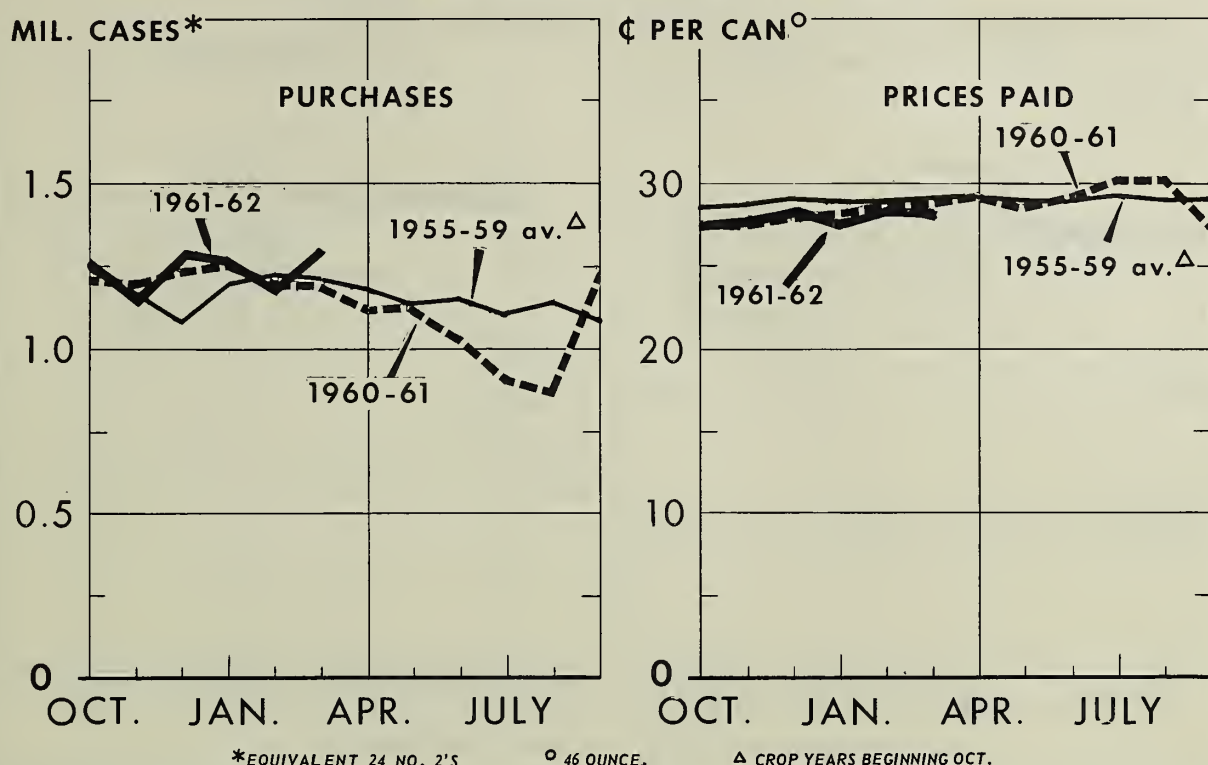
Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.		871	911		6.3		112		27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Apr.-Jun.		2,552	2,627							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

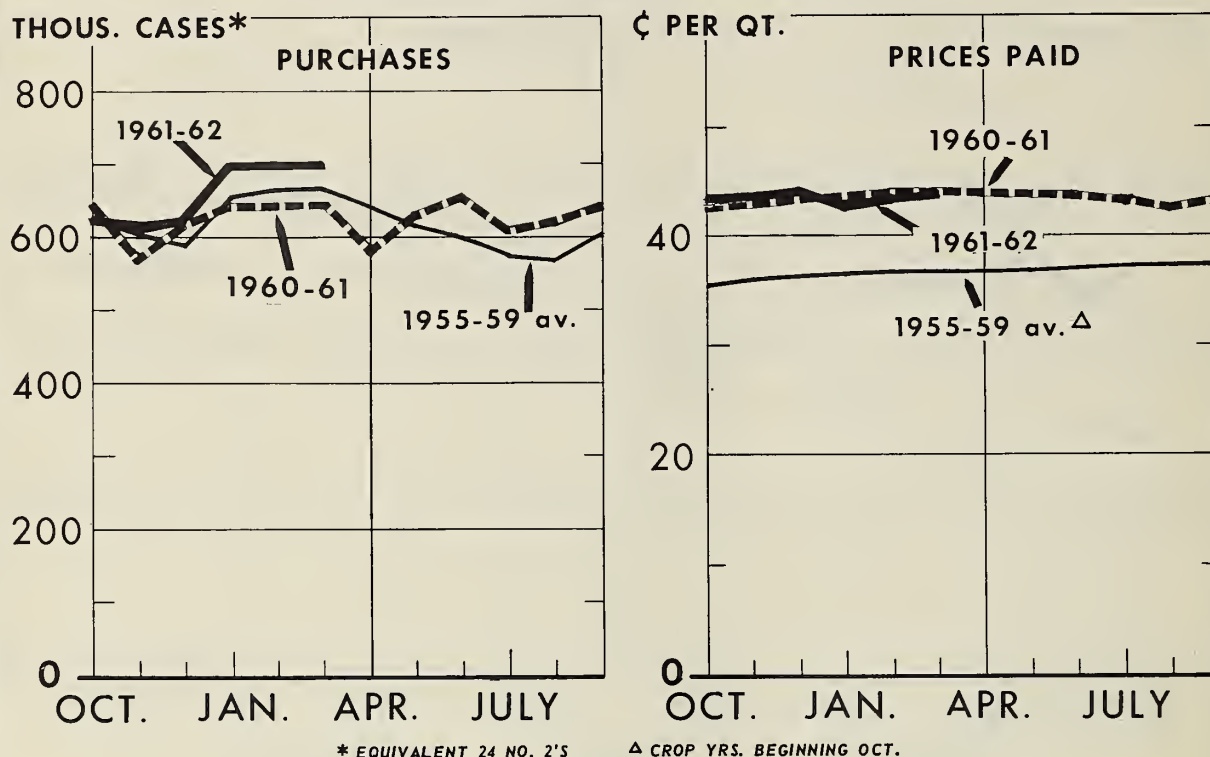
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.		1,112	1,162		9.8		92		29.2	29.4
May		1,146	1,146		9.1		102		28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Apr.-Jun.		3,294	3,486							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

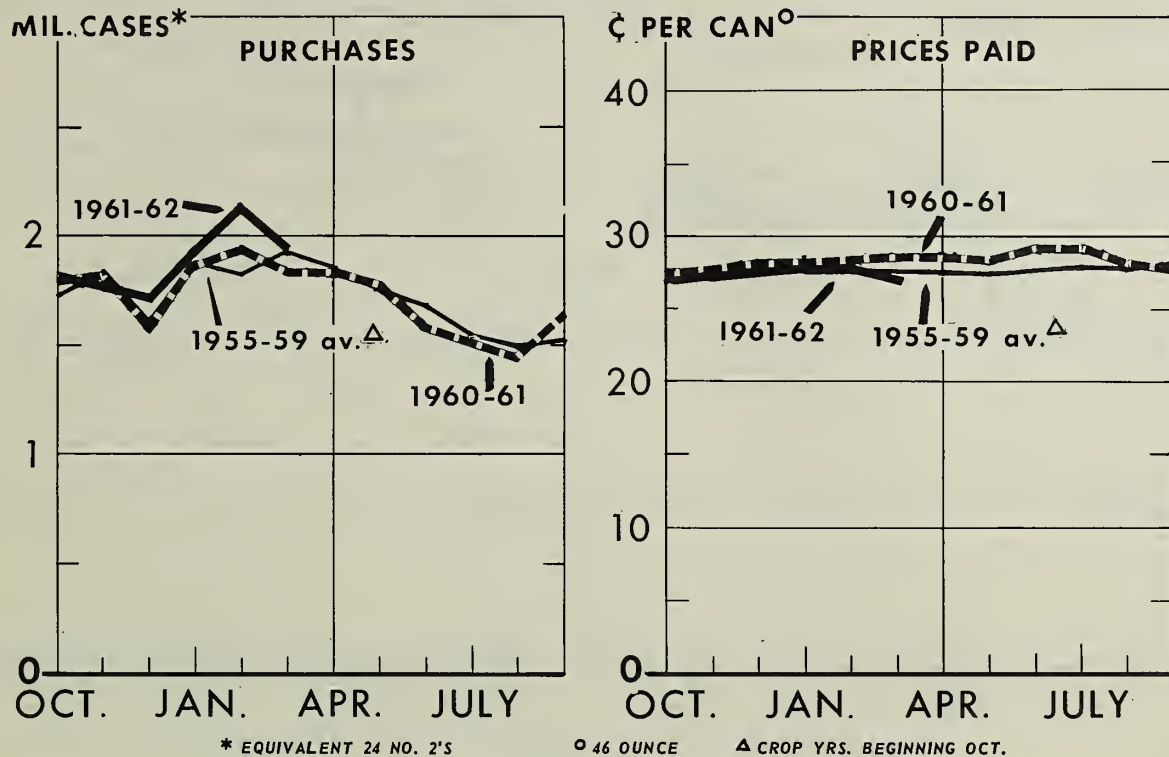
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.		584	640		6.1		74		44.1	36.7
May		631	616		6.2		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Apr.-Jun.		1,872	1,858							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

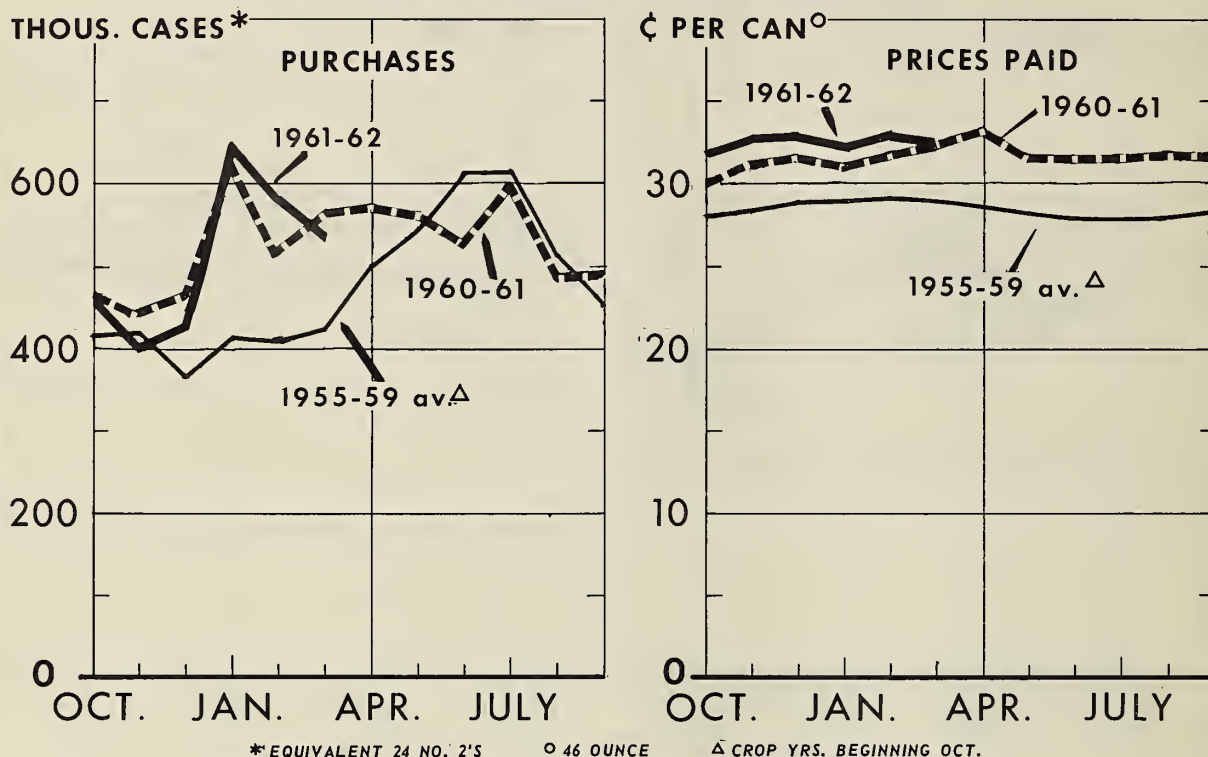
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91		28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.		1,855	1,853		16.5		91		28.7	27.4
May		1,771	1,750		15.5		93		28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Apr.-Jun.		5,223	5,301							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

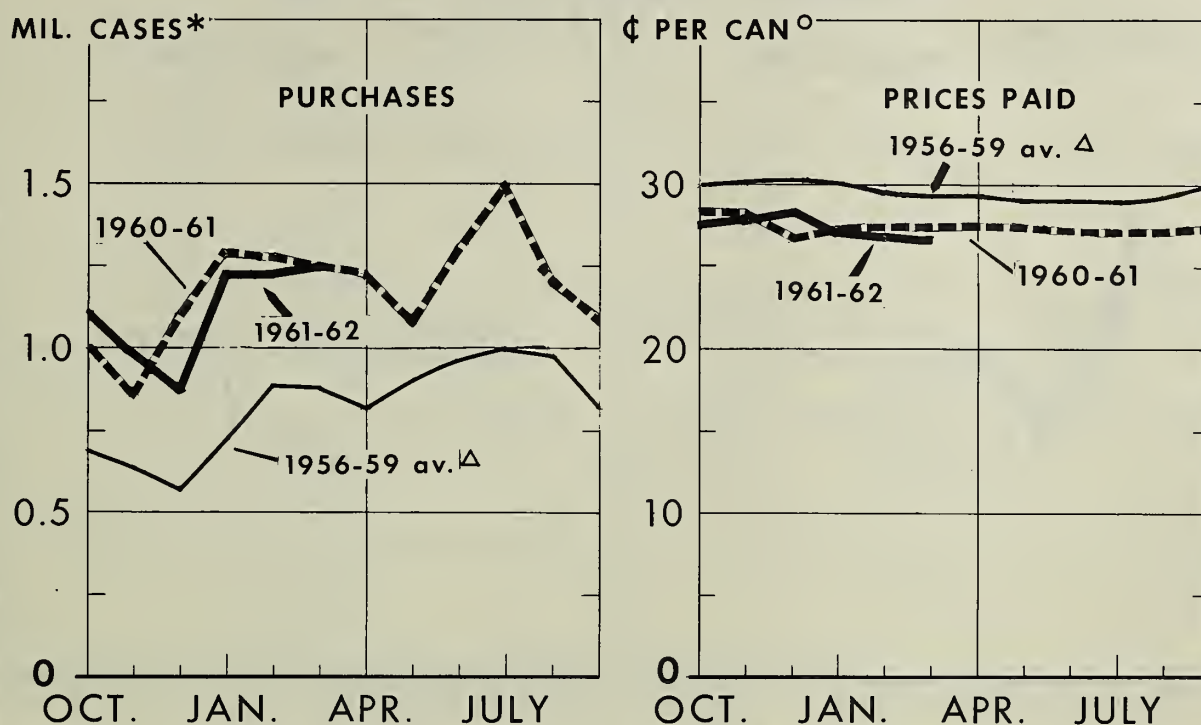
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.		574	501		4.0		117		33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Apr.-Jun.		1,666	1,657							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



\*EQUIVALENT 24 NO. 2'S

<sup>o</sup>46 OUNCE.

$\Delta$ CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

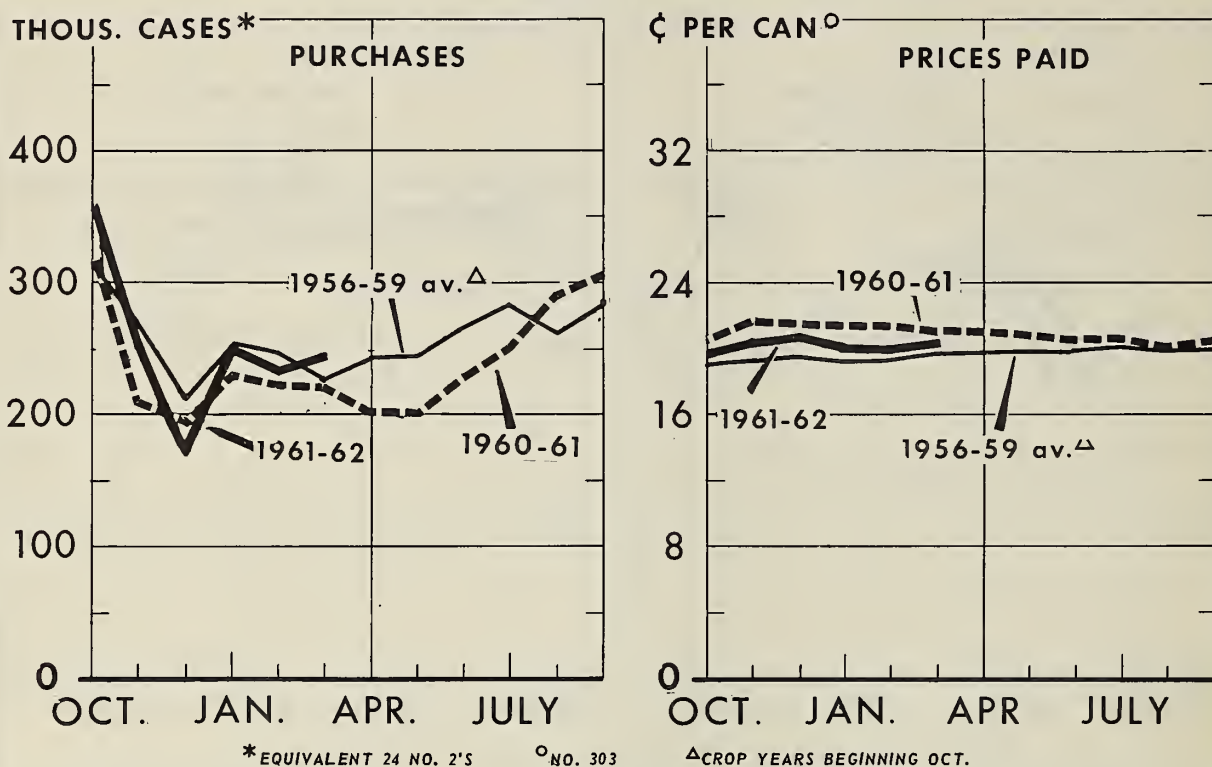
Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.		1,226	825		8.5		118		27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Apr.-Jun.		3,606	2,709							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.		206	242		3.4		55		21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Apr.-Jun.		643	754							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.		1,669		19.1		71		36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Apr.-Jun.		4,812						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.		1,819		12.7		117		34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Apr.-Jun.		6,013						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparison. Equivalent cases 24 No. 2 cans...432 ounces per case.



Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.		6,691		44.0		123		3,619		21.0		140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Apr.-Jun.		19,518						11,285				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Season		76,125						41,211				

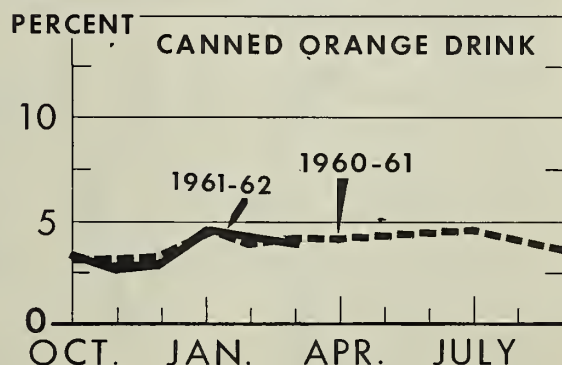
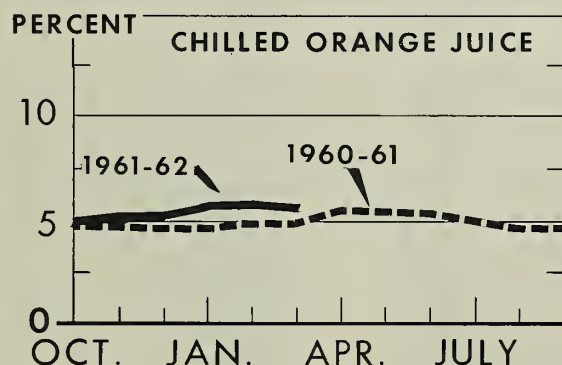
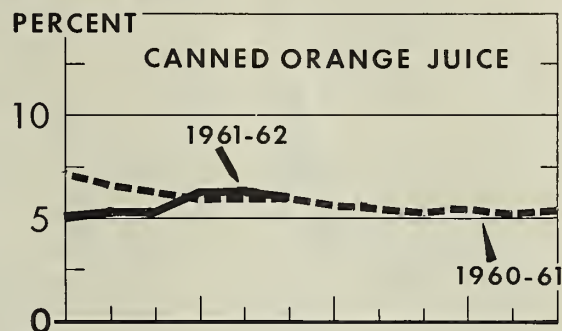
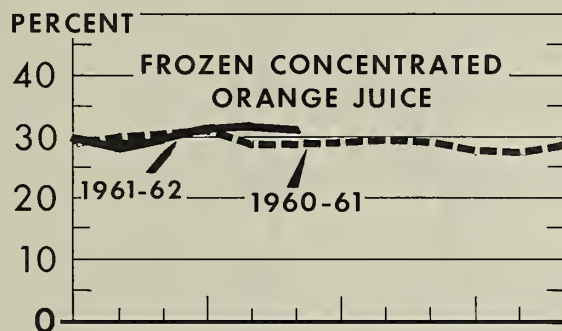
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.  
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.		3,694		350		428		632		143
May		3,546		346		442		640		145
Jun.		3,535		333		430		581		159
Apr.-Jun.		10,775		1,029		1,300		1,853		447
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

## PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

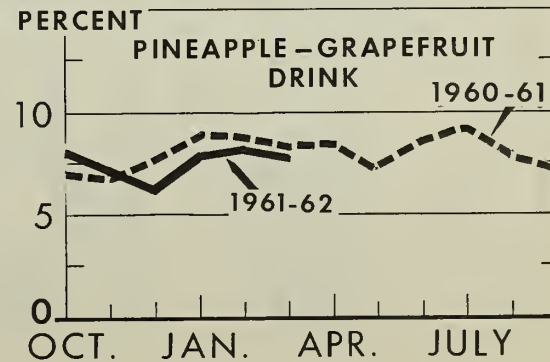
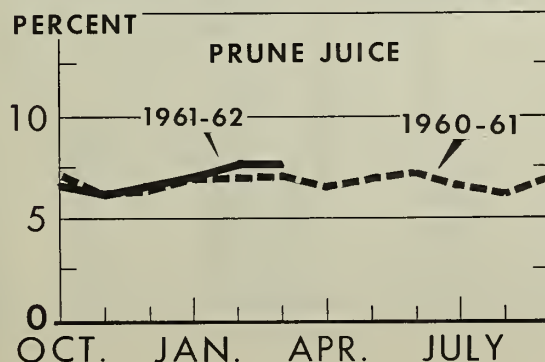
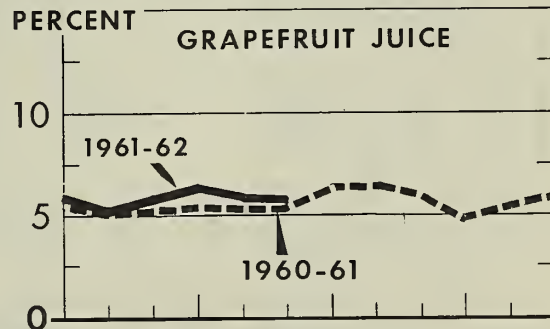
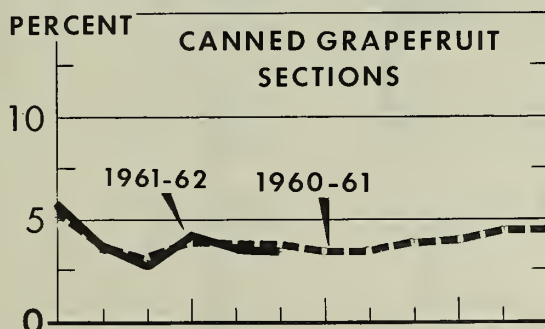


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Figure 11

ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

ECONOMIC RESEARCH SERVICE

Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, March 1961 - March 1962 <sup>1/</sup>

Commodity	Total purchases			Proportion of families buying		Purchases per buying family						Average price paid per can	
	Volume		Share of market	March 1961		Number	Average size of purchase		Quantity per month	March 1961	March 1962	Can size	March 1961
	March 1962	March 1961		Pct.	Pct.		March 1961	March 1962					
FROZEN CONCENTRATED JUICES:	1,000	1,000											
Orange	6,587	4,966	38.9	33.5	31.1	2.0	2.1	25.2	20.3	50	43	6	17.4
Miscellaneous	805	842	4.8	5.7	---	---	---	15.8	16.6	---	---	6	18.4
Total	7,392	5,808	43.7	39.2	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,511	2,332	3.7	3.9	5.6	2.6	2.8	40.8	40.7	107	116	32	38.8
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000											
Orange	718	621	3.6	3.5	5.9	1.7	1.7	58.0	49.1	97	87	46	39.2
Grapefruit	841	736	4.2	4.2	5.9	1.5	1.5	73.4	73.0	114	112	46	27.9
Pineapple	1,301	1,188	6.5	6.8	10.2	1.4	1.5	70.7	65.0	102	97	46	28.0
Prune	700	648	3.5	3.7	7.5	1.8	1.8	41.4	40.4	74	73	32	43.7
Tomato	1,930	1,854	9.6	10.6	16.5	1.5	1.6	61.8	58.7	94	91	46	27.0
Miscellaneous	1,465	1,569	7.3	8.9	17.5	1.7	1.7	38.8	38.7	67	67	46	36.1
Total	6,955	6,616	34.7	37.7	43.3	2.4	2.4	54.1	51.2	128	124	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:													
Orange	534	561	2.7	3.2	3.7	1.5	1.5	77.7	74.9	116	114	46	32.4
Pineapple-grapefruit	1,255	1,254	6.2	7.1	7.7	1.4	1.5	90.0	86.0	129	123	46	26.8
Miscellaneous	1,812	1,554	9.0	8.9	12.1	1.9	1.8	64.1	63.4	119	112	46	34.6
Total	3,601	3,369	17.9	19.2	20.0	2.0	2.0	73.4	72.5	143	140	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS <sup>3/</sup>	20,060	17,560	100.0	100.0	---	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	244	221	---	---	3.7	1.5	1.4	39.0	36.8	58	51	16 <sup>4/</sup>	20.3

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. <sup>3/</sup> Includes single-strength equivalent of frozen concentrates. <sup>4/</sup> No. 303 can.



# CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2s

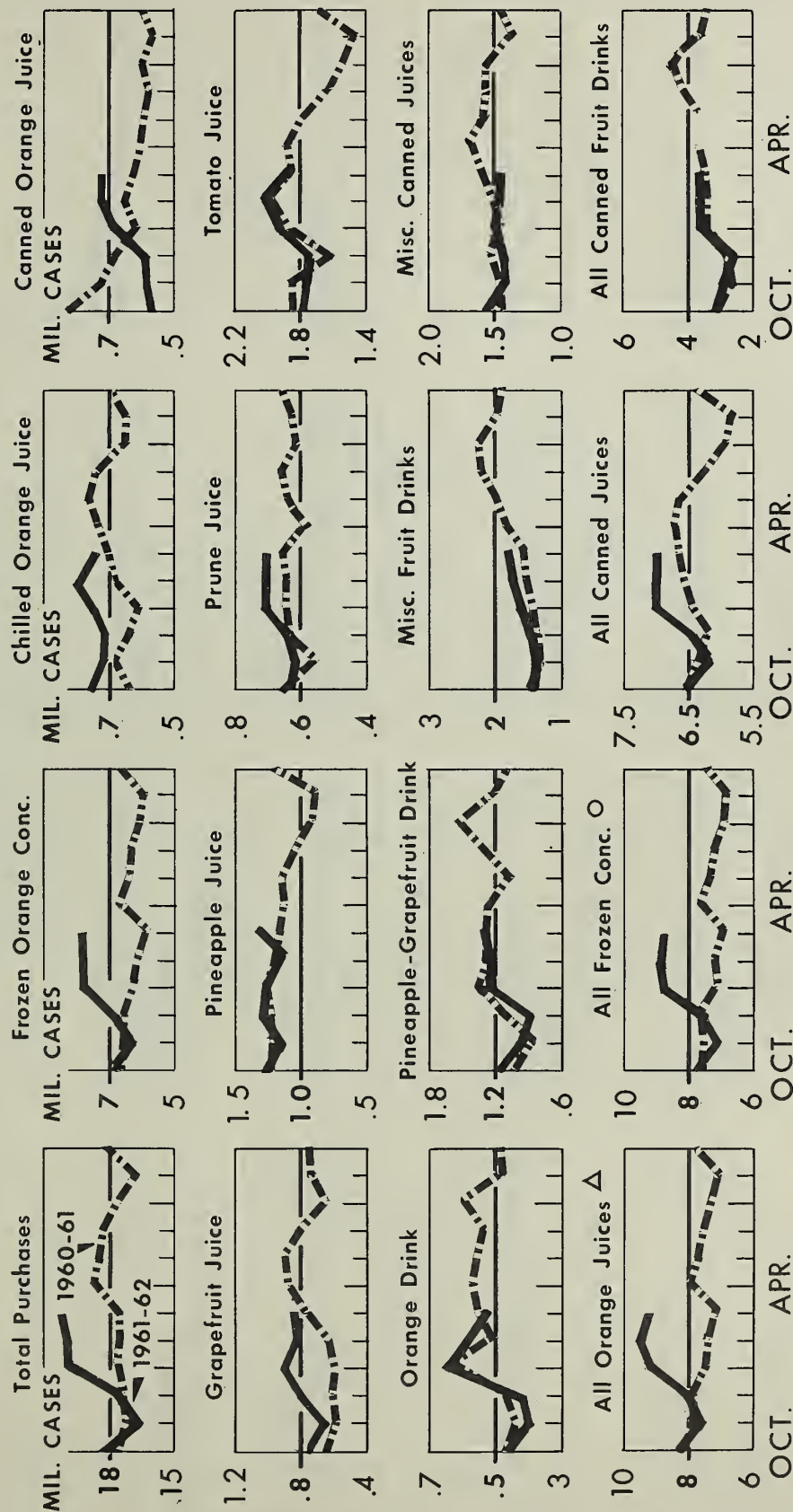
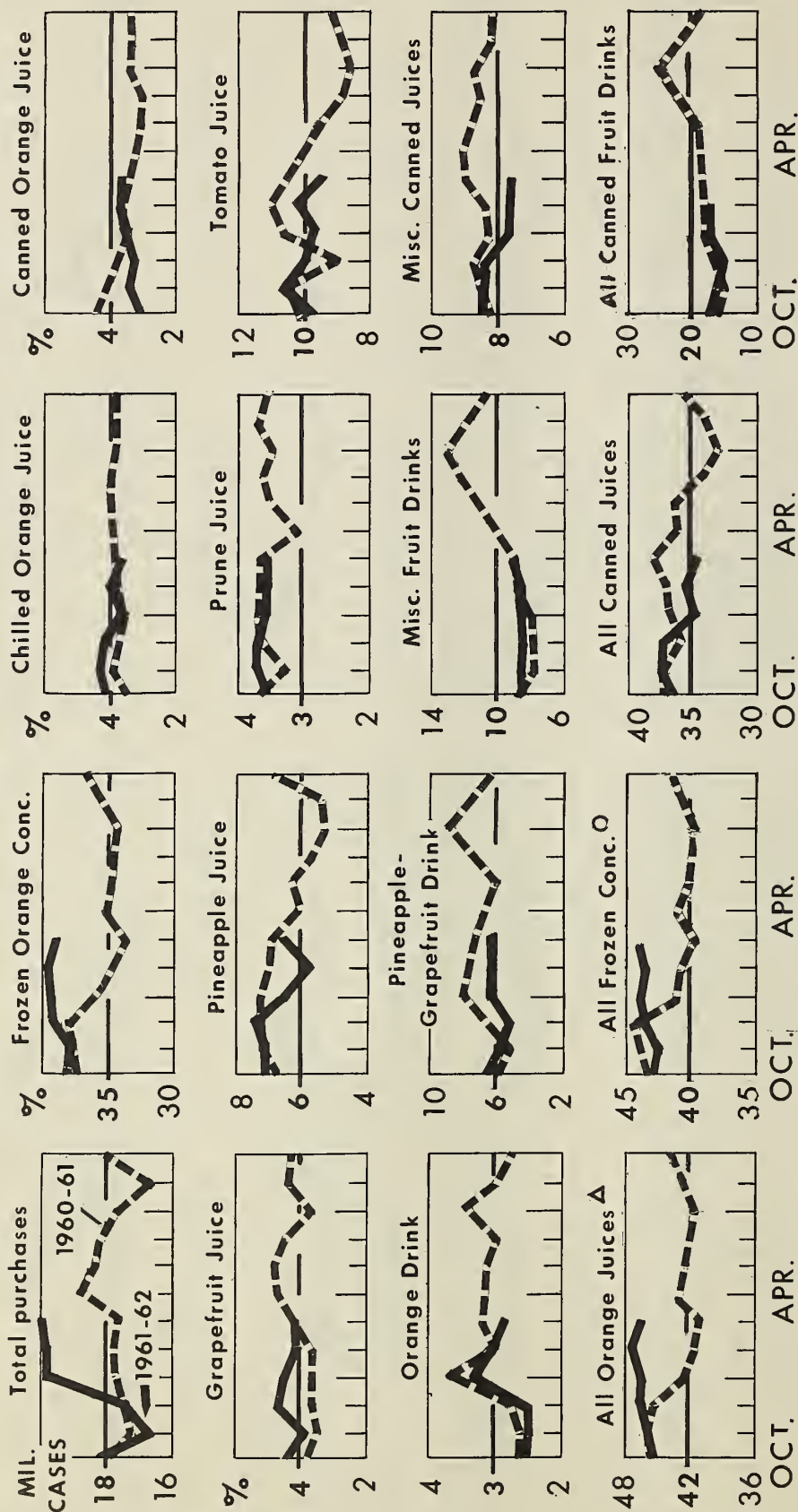


Figure 13

# TOTAL CONSUMER PURCHASES & SHARE OF MARKET OF JUICES & CANNED FRUIT DRINKS



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

# CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

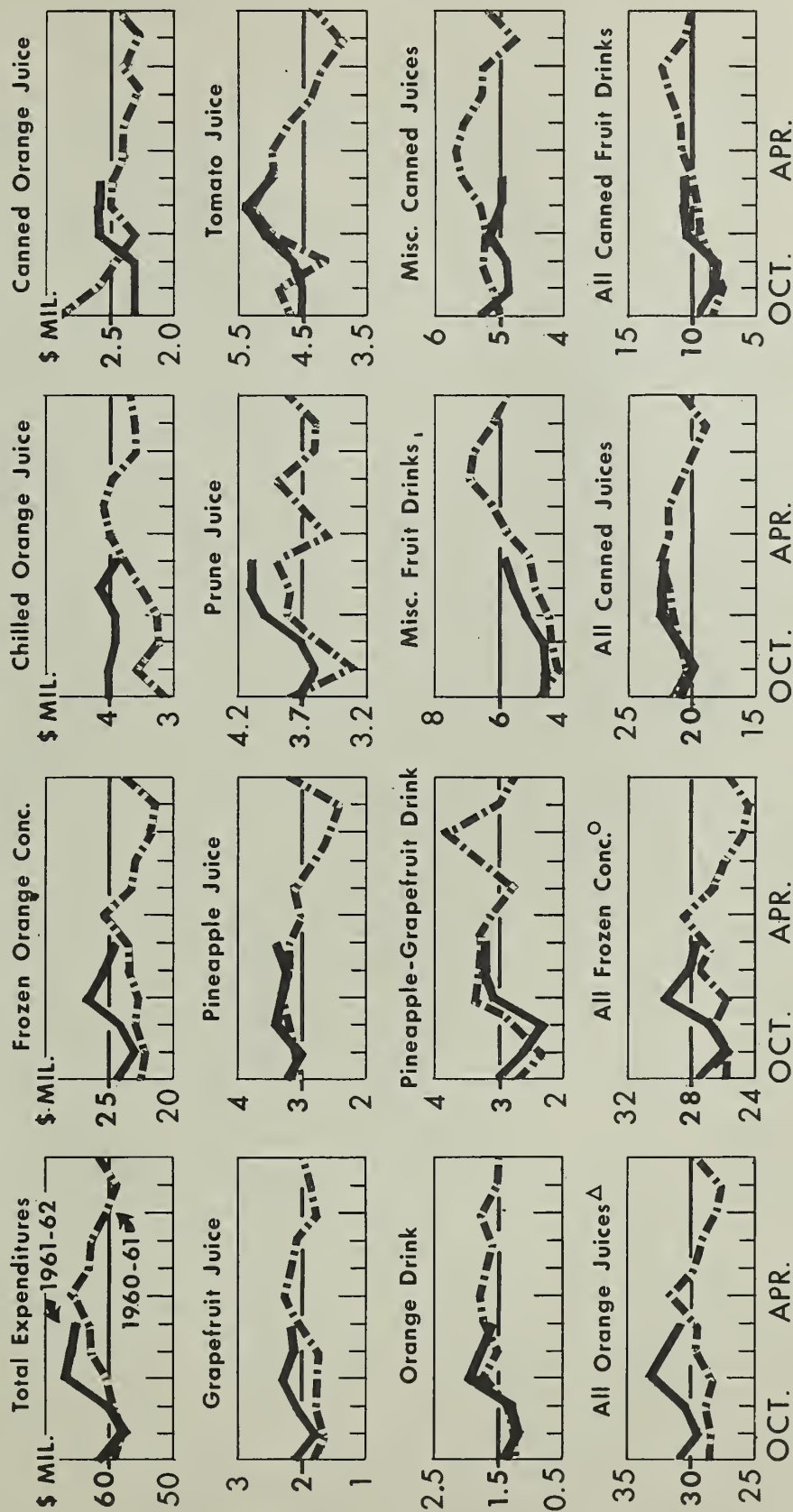


Figure 15



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